

What 7-Figure Brands Do Differently

(That You Don't)

Behind-the-scenes of how high revenue brands use email to grow on autopilot

Business performance summary

Apr 18, 2025 - May 18, 2025

View dashboard

\$507,558.00

Total revenue

27%

 vs. previous period

\$211,387.62

Attributed revenue (41.62% of total)

140%

 vs. previous period

Attributed revenue

<div><div>Per recipient</div><div>\$0.56</div></div>	<div><div>Campaigns</div><div>\$90,013.61</div><div>42.58%</div></div>	<div><div>Flows</div><div>\$121,374.01</div><div>57.42%</div></div>	<div><div>Email</div><div>\$211,387.62</div><div>100.00%</div></div>	<div><div>SMS</div><div>\$0.00</div><div>0.00%</div></div>
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What You'll Learn

Inside this short guide, you'll see exactly how 7-figure brands use email to scale without spending more on ads.

We'll cover:

Strategy — How real brands actually think about email

Flows — The automations printing money in the background

Campaigns — How smart brands educate, entertain, and sell

Pop-Ups — The entry-point most brands mess up

Deliverability — Making sure your emails hit inboxes, not spam

Strategy:

Start With Who You're Selling To

A store selling sleep supplements to stressed-out adults needs a **totally different strategy** than one selling makeup to 19-year-olds on TikTok.

When you get this part right, **everything else becomes 10x easier** because your emails speak directly to the person reading them.



Target: 30–55 y/o professionals with stress, anxiety, or insomnia

Goal: Build trust, reduce skepticism, educate

Content: Benefits-focused, backed by science, FAQs

Visuals: Big text size, more text based emails.



Target: 16–25 y/o women following TikTok trends

Goal: Build hype, spark curiosity, create shareability

Content: Aesthetic, social proof, viral type content

Visuals: Bold, playful, youth-focused

The Pre – Purchase Stage

Most brands only set up 1 or 2 automations and call it a day.

But real revenue comes when you build a system, not just a flow.

In this first part, we're covering the **pre-purchase stage**

Here's what we'll break down:

- **Welcome Flow**
- **Abandoned Cart** ^{/checkout}
- **Browse Abandonment**
- **Site Abandonment**

Welcome Flow

This is the automation that kicks in right after someone joins through your pop-up.

It's your best chance to turn a subscriber into a customer

Here's what your Welcome Flow should do:

- Deliver the offer right away
- Make the brand feel premium and intentional
- Build trust or excitement depending on your niche
- Handle objections up front with education or reassurance
- Push toward the first sale, every email should lead them there

This flow is only as strong as the offer behind it.

We'll break down how to create winning pop-up offers in 2025 later in the Pop-Up section.

Abandoned Cart & Checkout

These flows trigger when someone shows intent. They either add something to their cart or hit the checkout page but bounce before buying.

Here's what a good abandoned cart or checkout flow actually does:

- Reminds them what they wanted
- Rebuilds interest without sounding desperate
- Adds a bit of urgency (without fake countdown timers)
- Handles hesitation. Maybe they weren't sure about sizing, shipping, or ingredients
- Makes it easy to finish the order

This **isn't** where you tell your brand story.

It's where you say,

"Hey, you wanted this. Still want it? Cool. Here's your link."

Done right, these flows recover a stupid amount of money you'd otherwise leave behind.

Browse Abandonment

This flow triggers when someone views a product but doesn't add it to cart.

It only works for stores with multiple products

If you're running a one-product store, skip this one. There's nothing to "browse."

The playbook is basically the same as Abandoned Cart, just earlier in the funnel:

- Remind them of the product they viewed
- Rebuild interest and curiosity
- Handle objections or uncertainty
- Make it feel personal, not like a blast
- Push them back to the product page

Important: Don't Sell Them Hard On Your Product Here, Just Try To Get Them To Go Back And Continue The Funnel



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Site Abandonment

Site abandonment flows are super simple, usually just one or two emails, but when done right, they bring almost the same revenue as the abandoned checkout does.

The goal is simple

Get them back before they forget you even existed.

Here's what this flow should do:

- Remind them your brand exists
- Nudge them back into the funnel
- Give them a reason to come back and check things out



The Post – Purchase Stage

Most brands stop once the sale is made.

But that's where smart brands start building loyalty, LTV, and second purchases.

This second part covers the post-purchase stage

Automations designed to support, upsell, and re-engage your customers.

Here's what we'll break down:

- **Post-Purchase Flow**
- **Winback Flow**
- **Replenishment Flow**
- **Immediate Upsell Flow**



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Post-Purchase Flow

This flow isn't here to sell anything. It's here to set expectations.

The goal is simple

Make sure the customer feels confident and excited about their purchase while they wait for it to arrive.

That means:

- Confirm the order
- Show them what to expect next
- Make the product feel even more valuable while they wait



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Post-Purchase Flow²

Once the order is confirmed and on its way, the rest of the flow should focus on one thing which is helping them actually use the product right.

What this includes depends on what you're selling, but generally it means:

- Usage tips
- Common mistakes to avoid
- What results to expect
- How long until they notice something
- Where to go for questions or support

A good post-purchase flow reduces support tickets, builds trust, and increases the chances of repeat orders.



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Winback Flow

The Winback Flow is for people who bought something, liked it (hopefully), but never came back.

It kicks in 75 days after their last purchase, right when most brands forget about them.

This flow is 3 emails long:

- Email 1 goes out on day 75
- Email 2 goes out 10 days later
- Email 3 goes out 10 days after that

The goal is simple

Get them to come back before they completely check out.



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Replenishment Flow

This one's for products people actually finish.

Stuff like pills, candy, supplements, food.
Anything that runs out after a certain time.

If someone buys a 30-day supply, you don't wait until day 30.

You hit them around day 25 to 27, depending on the product.

It has to be timed right

You calculate how long their order should last, and build flows based on what they bought.

This flow doesn't work for one-time items.

It works when people need more, and you remind them just before they realize it.



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Immediate Upsell Flow

This flow is sent right after someone places an order.

The timing is everything. It has to go out within 10-minutes

The goal is simple

Give them one more thing to add to their order before it ships.

You can offer:

- A different product they didn't buy
- A limited-time discount
- A bundle or upgrade

But here's the hook

Let them know that if they order in the next 2 to 3 hours, you'll ship it with their original order.

Campaigns

The Emails You Actually Send

Flows are automated and run in the background.

Campaigns are the emails you manually send, usually to your list or specific segments, to drive sales, stay top of mind, or build the brand.

Most brands either don't send enough campaigns, or they send weak ones that feel like an afterthought.

The best brands treat campaigns like a real channel. Planned, creative, and consistent.

In the next few pages, we'll break down different types of campaigns that actually work.

Let's get into it.



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Educational Campaigns

Teach First. Sell Easier.

Most brands only show up in the inbox to sell.

Discount after discount. Promo after promo. It gets old fast.

If you want to stand out, educate.

Educational campaigns give people real value, even if they're not ready to buy right now.

They also build trust

Because instead of shouting offers, you're helping people understand the product, how to use it, and why it actually matters.

You're not just a store anymore. You're a brand that knows what it's talking about.

That makes people more likely to buy and way more likely to come back.



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Humor-Based Campaigns

If You Can Make Them Laugh, You Can Make Them Buy

Most inboxes are boring.

Same tone. Same subject lines. Same salesy vibes.

When you use humor, you stand out instantly

You feel human. Relatable. Memorable.

Humor breaks the scroll, earns attention, and gets people to actually read your emails

And if they're reading, they're way more likely to click and buy.

It doesn't mean turning your brand into a meme page

It means knowing your audience and not being afraid to sound like a real person.

Promotional Campaigns

Use Them, Don't Rely on Them

Promotional campaigns are important, but they're not the whole game.

A good rule of thumb is to run them around once a month.

The problem is most brands send them constantly.

Every email is another discount, another sale, another "last chance."

That doesn't just make the brand feel cheap

It makes it feel like you don't believe in your product.

When you use promotions the right way, they hit harder.

They create urgency, spike revenue, and feel like something worth acting on.

Product-Based Campaigns

Product-based campaigns are exactly what they sound like

They focus on a specific product, or a group of products in the same category.

These emails are great for showing off the value, use cases, and benefits of something you already sell

Perfect for feature drops, restocks, or just bringing attention to something people might have missed.

If you segment your audience, they work even better

You can promote the right products to the right people instead of blasting everyone the same thing.

We'll talk more about that in the Pop-Up section.



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Advertorial Campaigns

Educate and Sell at the Same Time

These are the best of both worlds.

You're teaching people something valuable about the product while leading them straight to the sale.

It's not just a pitch

It's a story. A breakdown. A mini-article that builds trust and desire at the same time.

We specialize in this type of campaign

And for most of our clients, these emails generate over 80% of their campaign revenue.

They work across all niches, but they hit especially hard with older audiences



Pop-Ups

This is where the whole email system begins.

If your pop-up doesn't convert, none of the flows or campaigns even matter.

There are two main scenarios here:

1 You offer a discount through the pop-up

2 You use a product's existing discount and build the pop-up around it

Both can work, but how you frame the offer makes all the difference.

The pop-up isn't just about grabbing emails. It's about setting up the sale that comes after.

To make this easy, we're also including a plug-and-play Figma template

So you can build high-converting pop-ups without guessing what works.

[Click Here To Get The Framework](#)

Deliverability

If You're Not in the Inbox, You're Not in the Game

It doesn't matter how good your emails are if no one sees them.

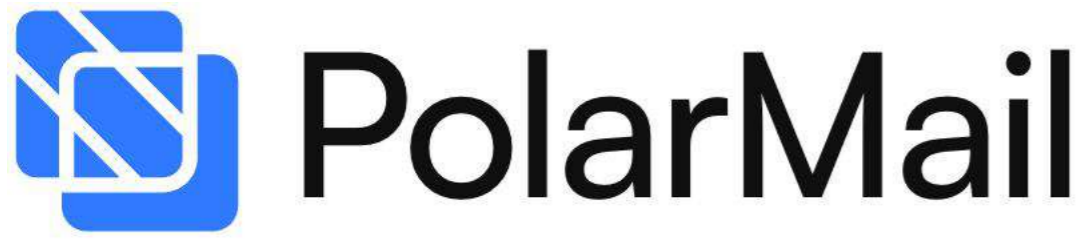
Getting into the inbox is step one.

Here's what to do if your deliverability is weak:

- **Create a small engaged segment**
People who've opened or clicked in the last 30 days
Only send campaigns to this list for at least 2 weeks
- **Disable flows with low open rates**
Keep only the Welcome Flow, Abandoned Checkout, and Post-Purchase running
These are the most active and safe to send

This tells Google that people actually want your emails

And that's what gets you out of the spam folder. Keep it lean, rebuild trust, and then scale back up the right way.



Want This Done for You?

Everything you just read, from the flows to the strategy to the pop-up setup, works.

But only if it's built the right way.

That's where we come in.

We'll build out the full system for you

So you can scale without relying on ads, discounts, or guesswork.

You get the exact setup top-performing brands use to drive 15 to 20 percent extra revenue on autopilot.

One time. Fully built. Revenue ready.

Click below to learn more and see if it's a fit.

[Build My System](#)